



CITY OF NEWPORT BEACH ECONOMIC DEVELOPMENT COMMITTEE

MINUTES 9-16-09

Minutes of the Economic Development Committee held at the City Council Chambers, City of Newport Beach, on **Wednesday, September 16, 2009**.

Members Present:

E	Mike Henn, Chairman	X	Sheri Drewry
X	Keith Curry, Council Member	X	Jennifer Gonzalez
X	Steve Rosansky, Council Member	X	John Hyatt
X	Robert Hawkins, Planning Commissioner	X	Lloyd Ikerd
E	Mike McNamara, Vice Chairman	X	Brion Jeannette
A	Fred Ameri	X	Debra Legan
X	Craig Batley	X	Richard Luehrs
X	Seymour Beek	X	Scott Palmer
X	Jeffrey Cole	X	John Robinson
X	Steven Coyne	X	Gregg Schwenk
E	Gary DiSano	E	Gary Sherwin
X	Jim Donnell	X	Gay Wassall-Kelly
X	Kenneth Drellishak		

Staff Representatives:

X	Sharon Wood, Assistant City Manager	X	Tony Brine, Traffic Engineer
X	Leigh De Santis, Economic Development Administrator		
X	Katie Bowden, Economic Development Coordinator		

Guests Present:

Roy Freeman	Bill Kelly
Todd Quartararo, NBFF	Katie Gardner

Roll Call and Introductions:

Council Member Curry called the meeting to order at 8:00 am and began self-introductions of the assembled members, staff and guests.

UPDATES AND ANNOUNCEMENTS

- Council Member Curry reported that he had just attended a public finance conference where a major topic of discussion had been the 8% taken by the State to help balance their budget at the expense of cities. State law calls for repayment of such takings at the end of three years. However, rather than wait cities are hoping to sell bonds to recover the 8% based on the State promise to repay. They thought that the authority existed but learned that clean-up legislation will be necessary for the bond sales to occur. Bond holders not the cities would be at risk should the State fail to pay.
- Debra Legan reported that Hoag Hospital will be holding a ribbon cutting for the Hoag Health Center Newport Beach located at 500 Superior Ave, NB.
- Council Member Curry reported that the previous week there had been a community farewell dinner for retiring City Manager Homer Bludau that had been well attended and a real tribute to the retiring CM. Dave Kiff began as City Manager this week.

DISCUSSION ITEMS

1. Minutes of August 19, 2009.

Council Member Curry called for comments on the draft minutes. Mr. Hawkins asked that his remarks be moved to the Public Comment section as they had occurred at that point in the meeting. He also requested some modification to the wording.

Mr. Hawkins moved approval as amended and Mr. Schwenk seconded. The minutes were approved.

2. Presentation by Gregg Schwenk and Todd Quartararo on the Newport Beach Film Festival's Successful Tenth Year.

The Newport Beach Film Festival is one of 30 festivals tracked by the film trade paper Variety. NBFF is regarded as a mid-sized event. Ten years ago when it changed management it opened with 500 people attending. At this year's 10th Anniversary opening there were 2,000 people. Audience for the weeklong event has grown from 13,000 ten years ago to 51,000 this year. As an engine of economic development the NBFF directly booked and paid for 451 room nights. Based on a UCI study the NBFF estimates that 1540 room nights were booked in Newport Beach for the Festival. The featured opening and closing films "Limelight" and "500 Days of Summer" have gone on to commercial success. To make this all possible took 53,000 volunteer hours of hard work.

The NBFF has developed partnerships with 8 colleges for student films, with Nickelodeon for a Family Film Series, it has developed a free Seminar Series with industry speakers, an Action Sports Series and a strong Documentary Series. They have taken a cue from their location to have a Disney niche and an annual tribute to John Wayne, a longtime Newport Beach resident. The NB Film Festival offered 400 films.

This year media sponsorships by Clear Channel Outdoor, Cox Cable, and Time Warner Cable to name a few resulted in 16,000,000,000 advertising impressions for the Festival.

Next year the NBFF will be April 22-29, 2010. Save the date.

Strong and growing attendance has the NBFF searching for new venues to keep growing. Next year they will add the new Sage Hill High School Theater. Between now and then the OC Film Society (the year round base of the NBFF) will offer monthly programs/screenings at Sage Hill HS.

Gregg and Todd took questions regarding other possible in town venues, the periodically raised question of moving the Festival to the fall and how a film is chosen for the Festival.

- The Port Theater, Balboa Theater and Newport Harbor HS are possible future venues but single screen facilities are difficult.
- Changing dates would present an array of problems from loss of venues, loss of sponsors and greater competition from other Film Festivals. Local conflicts are limited to one night.
- Films are viewed by groups of volunteer reviewers 5 times before a vote on inclusion is taken.

3. Presentation by Tony Brine, Traffic Engineer on the Status of the Traffic Synchronization Project.

The Traffic Signal Modernization Project is a phased five year program at a cost of \$1.1m to \$1.4m per year. The project will ultimately replace outdated traffic signal control equipment at all of the existing 112 signalized intersections in the City. Phase 1 has been completed. Phases 2 and 3 are nearing completion, and Phases 4 and 7 are being designed. The new traffic management center allows staff to view traffic in real time, and make adjustments when necessary. The traffic signals are currently synchronized along Coast Highway in Corona del Mar. When pedestrians cross, they alter the synchronization. Caltrans owns and controls much of Coast Highway in the City. The State operation of traffic signals can also cause problems with trying to synchronize signals throughout the City. The City and the State are working towards the relinquishment of Coast Highway between Jamboree Road and the Santa Ana River.

4. EQAC Representative's Report

EQAC has been reviewing several projects. They are nearing completion on the Magonigal residence EIR and starting in earnest on the new City Hall, Park and Library Improvements EIR.

ITEMS FOR A FUTURE AGENDA

October - Budget/Revenue Update by Dennis Danner. (Mr. Danner has requested a postponement.)

The Executive Committee will develop a program.

PUBLIC COMMENTS

It was asked if the City was pursuing citywide wifi. Council Member Curry responded “No” as the technology was not yet self supporting financially. Cities such as Anaheim that had briefly implemented wifi programs gave them up because of the suppliers could not make money and would not continue.

ADJOURNMENT

Council Member Curry called for the meeting to be adjourned at 9:00 am.